

Public Relations - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 120 pages | Mordor Intelligence

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Report description:

Public Relations Market Analysis

Public relations market size in 2026 is estimated at USD 114.17 billion, growing from 2025 value of USD 106.63 billion with 2031 projections showing USD 160.54 billion, growing at 7.06% CAGR over 2026-2031. Demand acceleration stems from sustained digital platform penetration, rising stakeholder scrutiny of corporate behavior, and persistent reliance on earned media to counter rising paid-media costs. Intensifying merger activity among global holding groups is concentrating resources around data science and AI to deliver outcome-based fee models. Investor-relations budgets are rising across emerging economies as stock-market listings rebound, while brands in consumer products, healthcare, and fintech are pushing agencies to blend content, commerce, and community management. Taken together, these factors are expected to reshape agency pricing structures and elevate consultative engagements across the public relations market.

Global Public Relations Market Trends and Insights

Escalating Brand-Reputation Risk on Social Platforms in Asia

Persistent misinformation spikes on short-video apps have pushed regional conglomerates to invest in proactive social-listening workflows, crisis simulation training, and multilingual response playbooks. Heightened scrutiny from regulators in markets such as India and Indonesia obliges brands to release corrective statements within rigid time windows, which propels agency demand for 24-hour command centers. Chinese consumer backlash to perceived green-washing during Singles' Day campaigns illustrated the

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revenue cost of delayed issue management, reinforcing the value of integrated reputation analytics. Investor sentiment has likewise penalized listed firms after widely amplified platform boycotts, making executive boards receptive to third-party counsel. Consequently, the public relations market in Asia is seeing premium retainers for always-on risk monitoring solutions.

ESG-Driven Disclosure Mandates Elevating Corporate Narrative Management in Europe

The European Sustainability Reporting Standards under the Corporate Sustainability Reporting Directive require up to 100 qualitative data points on environmental and social impact, compelling issuers to upgrade stakeholder communication practices. Boards are now prioritizing consistency between annual reports, social posts, and executive speeches to avoid green-hushing allegations. Agencies with sector-specific ESG teams are winning multi-year framework agreements from utilities and fast-moving consumer goods companies. Demand extends to scenario mapping for climate litigation and activist-led reputational challenges, prompting alliances between legal advisers, auditors, and PR consultancies. These developments reinforce long-term fee visibility for specialist providers within the public relations market.

Fragmented Measurement Standards Hindering ROI Transparency

Replacement of advertising value equivalents with mixed KPIs jeopardises cross-campaign comparability, prompting procurement stalls when agencies pitch multi-market scopes. While industry bodies advocate for common frameworks, adoption remains patchy across emerging economies. This opacity dissuades CFOs from allocating incremental budgets, especially when in-house marketing analysts claim they can replicate metric dashboards. Agency groups are investing in third-party audits to validate their methodologies, yet buyers remain cautious until a universally accepted yardstick emerges.

Other drivers and restraints analyzed in the detailed report include:

Influencer-Led Earned-Media Boom among North-American Consumer Brands
AI-Powered Media-Analytics Adoption Optimising PR Budget Allocation
Data-Protection Regimes (GDPR, CPRA) Limiting Audience Targeting

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Media relations generated the single largest revenue stream in 2025, contributing 31.70% of the public relations market. Although print newsroom counts continued to shrink, brands still value editorial validation to anchor omnichannel narratives. The segment remains essential for high-stakes announcements, regulatory disclosures, and CEO reputation building. In contrast, the digital and social media PR sub-segment is projected to record the highest CAGR at 9.35% to 2031 as algorithmic content formats reward rapid iteration. Agencies with proprietary influencer indexes and short-form video production capabilities are positioned to capture the expanding spend. Rising demand for data-rich dashboards is nudging buyers to bundle analytics and social-listening modules with core retainers, incrementally lifting margins across the public relations market.

Public relations market size for analytics and insights services is forecast to expand faster than traditional press-office contracts as brands require attribution modelling to defend budgets. Crisis and issues management retains premium pricing due to its low elasticity; boards approve these retainers as insurance against market-capitalisation shocks. Event and experiential communication rebounded during 2024 as travel curbs eased, yet hybrid formats remain dominant for B2B roadshows, preserving virtual-event technology investments. Investor and financial communications is benefiting from record-level IPO pipelines in Middle East hubs, cementing a distinct advisory niche.

Digital and online media captured 53.40% of the public relations market share in 2025 after outpacing traditional outlets on reach

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and engagement metrics. Search-optimised press releases and newsroom microsites deliver compounding traffic, prompting brands to migrate newsroom budgets online. Influencer and creator-led media, set for an 10.85% CAGR, benefits from algorithmic amplification and peer-to-peer trust advantages. Authenticity screening tools and contract-compliance platforms are attracting brand investments to minimise sponsor-tracking violations. While traditional audiovisual broadcasts still command prestige for milestone launches, their share is forecast to erode as streaming platforms siphon viewer attention. The public relations market size associated with earned TV segments is thus stabilising rather than expanding. Podcast placements and interactive live-streams present complementary options, enabling multifaceted storytelling across the funnel.

The Public Relations (PR) Market Report is Segmented by Service Type (Media Relations, Digital and Social Media PR, Crisis Communication, and More), Deployment Model (In-House PR Teams, Agency-Based Outsourced PR), Organization Size (Large Enterprises and More), End-User Industry (BFSI, Consumer Good and Retail, and More), Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America produced 37.60% of 2025 revenue, underpinned by the United States marketing spend environment, sophisticated measurement expectations, and mature influencer ecosystems. Agencies headquartered in New York, Chicago, and Los Angeles maintain deep journalist relationships across national broadcast and digital native outlets. Canadian organisations increasingly align campaigns with Indigenous reconciliation narratives, driving specialised agency mandates.

Europe follows with diversified revenue streams tied to financial services, luxury, and advanced manufacturing clients. Mandatory ESG disclosures are expanding deliverables from corporate messaging to audited sustainability communications, strengthening retainer size. The United Kingdom remains a strategic base for pan-regional hub operations despite post-Brexit regulatory divergences, while Germany's industrial Mittelstand firms increasingly engage agencies for supply-chain transparency storytelling. Southern European tourism-reliant economies are using seasonal content calendars to revive visitor inflows, boosting leisure and hospitality PR contracts across the public relations market.

Asia-Pacific, advancing at an 8.4% CAGR, benefits from booming e-commerce brands, tech unicorn fundraising, and geopolitical dynamics that require localised crisis navigation. Chinese technology titans outsource global narrative harmonisation to agencies versed in multilingual coordination. Indian start-ups receive venture backing to expand overseas, intensifying investor-relations and corporate-branding briefs. Australia and New Zealand focus on climate-positive reputation through ESG communication, securing specialist sustainability retainers.

The Middle East and Africa region is registering active venture-capital inflows into fintech and logistics, prompting rising demand for investor-relations counsel. Hosting of global sporting events in Saudi Arabia and the United Arab Emirates elevates event-led publicity opportunities, enhancing the public relations market size for experiential segments. Latin America contributes through dynamic creator communities in Brazil and Mexico, where mobile-first audiences drive social-video storytelling. Currency volatility and policy swings nonetheless nudge global brands to retain crisis teams on standby, maintaining baseline fee income.

List of Companies Covered in this Report:

WPP plc Omnicom Group Inc. Interpublic Group of Companies Inc. Publicis Groupe S.A. Dentsu Group Inc. Edelman (DJE Holdings) Weber Shandwick FleishmanHillard Burson Cohn andWolfe FTI Consulting Inc. Havas Group Ketchum Hill+Knowlton Strategies Brunswick Group LLP Golin MSL Grayling APCO Worldwide Finn Partners Porter Novelli

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